

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 USIA-15 CIAE-00 COME-00 INR-07

LAB-04 NSAE-00 PA-02 RSC-01 SIL-01 PRS-01 /051 W

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R 051505Z FEB 75

FM AMEMBASSY BONN

TO SECSTATE WASHDC 7733

INFO USDOC WASHDC

USMISSION USBERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

UNCLAS SECTION 01 OF 03 BONN 01967

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: DRAFT OF FY 77 COUNTRY COMMERCIAL PROGRAM

REF: STATE A-9016

1. IN ACCORDANCE WITH THE REPAIR, WE HAVE OUTLINED BELOW AN OPTIMUM TRADE PROMOTION PROGRAM FOR GERMANY FOR FY 77 BASED ON OUR ANALYSIS OF MARKET TRENDS AND THE TRADE OPPORTUNITIES THAT ARE LIKELY TO BE REALIZED THROUGH COMMERCE PARTICIPATION IN A RANGE OF IMPORTANT INTERNATIONAL TRADE SHOWS AND A FULL TRADE CENTER SCHEDULE. REALISTICALLY, WE RECOGNIZE THAT THE RESOURCES REQUIRED FOR SUCH A FULL PROGRAM OF ACTIVITIES AND EVENTS WILL PROBABLY NOT BE AVAILABLE IN FY 77, AND THAT A SIGNIFICANT PROPORTION OF THESE WILL HAVE TO BE INCLUDED AMONG OUR DEFERRED PROJECTS.

2. TO ASSIST WASHINGTON IN ITS ANALYSIS OF OUR PROPOSED CCP FOR FY 77, WE ARE INCLUDING A SUMMARY OF RESOURCE
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ALLOCATIONS BASED ON OUR BEST CURRENT ESTIMATES OF THE

MANPOWER AND FUNDS NEEDED TO IMPLEMENT AN OPTIMAL PROGRAM. THE SUMMARY ALSO INCLUDES A LINE INDICATING OUR CURRENT LEVEL OF RESOURCES. FROM THIS, WASHINGTON WILL BE ABLE TO DETERMINE READILY THE ADDITIONAL RESOURCES NEEDED FOR FULL IMPLEMENTATION OF OUR FY 77 PROGRAM AND WILL BE IN A POSITION TO RECOMMEND WHICH PROJECTS AND ACTIVITIES SHOULD BE DEFERRED.

3. SINCE IT WILL BE NECESSARY TO MAKE A SUBSEQUENT SELECTION OF CAMPAIGNS THAT CAN REALISTICALLY BE CARRIED OUT IN FY 77 BASED ON WASHINGTON'S LEVEL OF RESOURCES THAT WILL BE AVAILABLE FOR THE COMMERCIAL PROGRAM IN GERMANY, WE DID NOT CONSIDER IT APPROPRIATE AT THIS TIME TO PREPARE A DETAILED ALLOCATION OF RESOURCES IN ACCORDANCE WITH THE CAMPAIGN WORKSHEET FORMAT. A DETAILED ALLOCATION OF THIS KIND WOULD REQUIRE THE FULL PARTICIPATION OF ALL EIGHT POSTS IN GERMANY AND WOULD BE EXTREMELY TIME CONSUMING. WE WILL, OF COURSE, PREPARE SUCH AN ALLOCATION WHEN THERE IS AGREEMENT BETWEEN BONN AND WASHINGTON ON THE PARAMETERS OF A REALISTIC COMMERCIAL PROGRAM FOR FY 77--HOPEFULLY PRIOR TO THE ARRIVAL OF THE STATE/COMMERCE TEAM IN GERMANY. THEREFORE, THE RESOURCE INFORMATION OUTLINED BELOW SHOULD BE CONSIDERED TENTATIVE AND SUBJECT TO SUBSTANTIAL CHANGE AT A LATER DATE.

4. PRODUCT CAMPAIGNS

A. BUSINESS EQUIPMENT AND SYSTEMS (MANAGERS: BONN/FRANKFURT): THIS SECTOR CONTINUES TO BE A MAJOR TARGET MARKET IN GERMANY. PROMOTION WILL BE CENTERED AROUND THE FTC SHOW "MINICOMPUTERS AND MICROPROCESSES" IN MARCH 1977, AND THE MICROFILM SHOW IN NOVEMBER 1976, WHICH COULD BE AN OFF-SITE TC SHOW OR A TYPE IV.

B. POLLUTION CONTROL INSTRUMENTATION AND EQUIPMENT (BONN/STUTTGART): CAMPAIGN WILL INCLUDE ONE OF THE FOLLOWING PROMOTIONS: AN OFF-SITE FTC SHOW AT "AUTOMECHANIKA" IN OCTOBER 1976, A REGULAR TC SHOW ENTITLED "POLLUTION CONTROL INSTRUMENTATION" IN NOVEMBER 1976, OR PARTICIPATION (TYPE IV) IN ENVITEC
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IN NOVEMBER 1976. IN AN ATTEMPT TO REACH IMPORTANT GOVERNMENT DECISION MAKERS IN THIS FIELD, WE PROPOSE A MAJOR SYMPOSIUM TO BE HELD IN CONNECTION WITH THE SELECTED SHOW. HOPEFULLY, USIS CAN ASSIST IN ATTRACTING PROMINENT SPEAKERS FOR THIS SYMPOSIUM.

C. LABORATORY INSTRUMENTATION (BONN/STUTTGART): THIS SECTOR CONTINUES TO OFFER EXCELLENT SALES

OPPORTUNITIES. GLOBAL MARKET RESEARCH IS DUE IN FEBRUARY 1977 AND AN FTC SHOW ON THE THEME "LABORATORY AUTOMATION EQUIPMENT" IS ANTICIPATED IN JUNE 1977.

D. METALWORKING AND FINISHING MACHINERY AND EQUIPMENT (BONN/DUESSELDORF): EXPORT POTENTIAL IN THIS

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FM AMEMBASSY BONN
TO SECSTATE WASHDC 7734
INFO USDOC WASHDC
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
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SECTOR IS EXPECTED TO RECOVER IN PARALLEL WITH THE GENERAL ECONOMIC CLIMATE IN GERMANY. WE ARE THEREFORE REINSTATING THIS CAMPAIGN WHICH WAS DELETED FROM THE FY 76 CCP. THE MAJOR TRADE EVENT WILL BE "MACHINE TOOLS AND ASSEMBLY EQUIPMENT" AT THE FTC IN MAY 1977, AND CONSIDERATION SHOULD BE GIVEN TO A TYPE IV PARTICIPATION OR CATALOG SHOW IN THE HANNOVER MACHINE TOOL SHOW IN SEPTEMBER 1976 AS WELL.

E. ELECTRONIC COMPONENTS AND PRODUCTION AND TEST

EQUIPMENT (BONN/MUNICH): OUR STRENGTH IN THIS INDUSTRY SECTOR SHOULD CONTINUE TO BE EXPLOITED, ESPECIALLY IN VIEW OF THE OPPORTUNITY IT AFFORDS THE MANY SMALLER US ELECTRONIC FIRMS TO GET INTO THE GERMAN MARKET. BASED ON THE SUCCESS OF OUR PARTICIPATION IN ELECTRONICA IN 1974, WE STRONGLY RECOMMEND PARTICIPATION IN THE NEXT EDITION OF ELECTRONICA IN NOVEMBER 1976 AS OUR MAJOR PROMOTIONAL VEHICLE IN THIS SECTOR.
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F. HEALTH CARE INDUSTRIES EQUIPMENT AND INSTRUMENTATION (BONN/STUTTGART): WORKING FROM THE MARKET RESEARCH DEVELOPED IN FY 76, WE PLAN TO EXPAND AND INTENSIFY THIS CAMPAIGN IN FY 77. SINCE THIS IS A FIELD OF GREAT PUBLIC INTEREST, WE ARE CONSIDERING WORKING WITH USIS IN DEVELOPING VIDEO TAPES, SEMINARS AND OTHER "INSTITUTIONAL PR" ON THE THEME. THE MAJOR PROMOTIONAL EVENT WILL BE THE SHOW "BIOMEDICAL ENGINEERING" AT THE FTC IN SEPTEMBER 1976. PARTICIPATION IN THE HOSPITAL EQUIPMENT SHOW WITH A TYPE IV EXHIBIT OR CATALOG SHOW IN MAY 1977 SHOULD BE CONSIDERED.

G. FOOD PROCESSING AND PACKAGING EQUIPMENT (BONN/BREMEN): THIS CAMPAIGN WILL BE MAINLY IN THE MARKET RESEARCH PHASE, CULMINATING IN AN FTC SHOW ON THE GENERAL THEME IN APRIL 1977. IF RESULTS ARE ENCOURAGING IN FY 77, WE WOULD EXPECT TO RECOMMEND A TYPE I PARTICIPATION IN "INTERPACK" IN FY 78.

H. AVIONICS AND AVIATION SUPPORT EQUIPMENT (BONN): WHILE WE ARE NOT PROPOSING ANY PROMOTIONAL EVENTS IN GERMANY ON THIS THEME, WE EXPECT TO MOUNT A MAJOR PUBLICITY AND KEY PROSPECT CALL CAMPAIGN IN SUPPORT OF THE PARIS AIR SHOW IN MAY 1977.

I. CONSUMER GOODS (BONN): TWO IN-STORE PROMOTIONS AND AN FTC EXHIBIT ON "DO-IT-YOURSELF EQUIPMENT" IN JANUARY 1977 WILL BE THE FEATURES OF THIS CONTINUING CAMPAIGN. LIMITED PARTICIPATION IN "FUER DAS KIND" (CHILDREN'S CLOTHING) IN OCTOBER 1976 OR "PHOTOKINA" IN SEPTEMBER 1976 SHOULD BE CONSIDERED.

5. OTHER PRIORITY PROJECTS

A. INVEST IN USA. ACTIVITIES WOULD BE THE SAME AS THOSE IN OUR FY 76 CCP DRAFT, EXCEPT THAT WE WOULD ADD OUR SELECTIVE SUPPORT OF STATE MISSIONS WHOSE PRIMARY OBJECTIVE IS TO PROMOTE INVESTMENT IN THEIR RESPECTIVE STATES AS WELL AS TO PROMOTE THE SALE OF

PRODUCTS MADE WITHIN THEIR STATES.

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B. TRAVEL USA. ACTIVITIES ARE ESSENTIALLY
UNCHANGED FROM FY 76 CCP DRAFT.

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C. PRIVATE PROMOTIONAL EVENTS: UNCHANGED FROM
FY 76 CCP DRAFT.

6. SUMMARY OF RESOURCE ALLOCATIONS

A. PRODUCT CAMPAIGNS MAN-DAYS REPRESENTATION TRAVEL

BUSINESS EQUIPMENT	720	\$ 960	\$ 2,160
POLLUTION CONTROL	900	1,120	2,520
LABORATORY INSTRUMENTS	540	800	1,800
METALWORKING EQUIPMENT	720	960	2,160
ELECTRONIC COMPONENTS	720	960	2,160
HEALTH CARE INDUSTRIES	720	960	2,160
FOOD PROCESSING	360	720	1,620
AVIONICS	360	720	1,620
CONSUMER GOODS	540	80	1,800
TOTAL	5,580	8,000	18,000

B. OTHER PRIORITY PROJECTS

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INVEST IN USA	100	700	1,000
TRAVEL USA	100	600	1,000
PRIVATE PROMOTIONAL EVENTS	100	700	1,000
TOTAL	300	\$ 2,000	\$ 3,000

C. OTHER PROJECTS

TOTAL	15,992	\$ 8,000	\$14,00
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D. TOTALS FOR OPTIMUM

PROGRAM	21,872	\$18,000	\$35,000
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E. RESOURCES NOW AVAILABLE:

FOR CAMPAIGNS & OTHER

PRIORITY PROJECTS	2,113	\$ 4,000	\$ 9,000
DEFICIT	3,767	\$ 6,00	\$12,000
FOR OTHER PROJECTS	14,892	\$ 4,000	\$ 6,000
DEFICIT	1,100	\$ 4,00	\$ 8,000
TOTAL DEFICIT	4,867	\$10,000	\$20,000

F. PRINTING AND MAILING:

NOW AVAILABLE	\$ 9,680
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REQUIRED	\$12,000
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DEFICIT	\$ 2,320
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